

Virginia Department of Historic Resources

PIF Resource Information Sheet

This information sheet is designed to provide the Virginia Department of Historic Resources with the necessary data to be able to evaluate the significance of the proposed district for possible listing in the Virginia Landmarks Register and the National Register of Historic Places. This is not a formal nomination, but a necessary step in determining whether or not the district could be considered eligible for listing. Please take the time to fill in as many fields as possible. A greater number of completed fields will result in a more timely and accurate assessment. Staff assistance is available to answer any questions you have in regards to this form.

General Property Information		For Staff Use Only DHR ID #: 122-5795	
District Name(s):	Williamston/Woodland Historic District		
District or Selected Building Date(s):	1906-1963	<input checked="" type="checkbox"/> Circa <input type="checkbox"/> Pre <input type="checkbox"/> Post	Open to the Public? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Main District Streets and/or Routes:	Armistead, Monticello, Granby, Omohundro, Lindsay, Elmwood, 22nd, 21st, 20th, 19th, 18th		City: Norfolk Zip: 23517
County or Ind. City:	Norfolk USGS Quad(s): Norfolk South		

Physical Character of General Surroundings	
Acreage: 55	Setting (choose one): <input type="checkbox"/> City <input checked="" type="checkbox"/> Urban <input type="checkbox"/> Town <input type="checkbox"/> Suburban <input type="checkbox"/> Rural <input type="checkbox"/> Transportation Corridor
Site Description Notes/Notable Landscape Features/Streetscapes: The district is bounded by the Norfolk Southern RR line to the north; Church Street to the east; 18th Street to the south; Omohundro Street to the west and is bisected by Monticello Avenue running north to south. The district is primarily light industrial with minimal vegetation other than some grass and limited landscaping. There are sidewalks and empty lots are generally paved for parking. Park Place Historic District abuts the northern end of this district across the Norfolk Southern line.	
Ownership Categories:	<input checked="" type="checkbox"/> Private <input type="checkbox"/> Public-Local <input type="checkbox"/> Public-State <input type="checkbox"/> Public-Federal

General District Information	
What were the historical uses of the resources within the proposed district? Examples include: Dwelling, Store, Barn, etc...	
Warehouse, Garage, Light industrial supplies, light industrial and manufacturing	
What are the current uses? (if other than the historical use)	Gym, vacant, personal storage
Architectural styles or elements of buildings within the proposed district:	Victorian, Commercial Style, Moderne, Art Deco
Architects, builders, or original owners of buildings within the proposed district:	Rudolph, Cooke & Van Leeuwen; E.L. Myers; Ferguson, Calrow & Taylor; Nash, Jones & Co; B & DL Margolius; Jacob Tevss; C Q Nugent; A Ray Pentecost; Walter T. Gregory
Are there any known threats to this district?	Deterioration

General Description of District: (Please describe building patterns, types, features, and the general architectural quality of the proposed district. Include prominent materials and noteworthy building details within the district and a general setting and/or streetscape description.)

The Williamston/Woodland Historic District is located in a flat, light industrial area north of downtown Norfolk first developed in the early-to-mid twentieth century. The district consists of approximately 45 structures which consist of primarily light industrial and retail/restaurant commercial buildings. The district is bounded to the north by the Norfolk Southern (Norfolk and Western when the district was being developed) rail line which originates at Lamberts Point. Church Street forms the eastern boundary, 18th Street the southern boundary, and Omohundro Street the western boundary. Monticello Avenue bisects the district running north to south. The boundaries follow the original boundaries of the Williamston and Woodland development plans and plats while also reflecting the loss of historic fabric in certain areas of the historic developments. The Park Place Historic District (122-5087) lies to the north across the railroad line.

The resources within the district consist of primarily one to three story Commercial Style warehouses and manufacturing facilities with some later Moderne and Art Deco influenced buildings. There are also two early restaurants which date from the period of historic development. There is some modern infill, but the majority of the resources are historic. Empty lots are generally paved for parking and there are sidewalks in most areas with minimal vegetation and landscaping. The area was fully developed by the early post-WW II period with some now historic buildings replacing earlier resources. The north end of the district is also divided by the prominent ca 1951 Monticello Avenue underpass which was a combined project by the Norfolk and Western Railroad, the state and the city. The character of the district is defined by the railroad line and the early-to-mid twentieth century commercial enterprises which surround its tracks.

Significance Statement: Briefly note any significant events, personages, and/or families associated with the proposed district. It is not necessary to attach lengthy articles or genealogies to this form. Please list all sources of information. Normally, only information contained on this form is forwarded to the State Review Board.

The land for most of the eventual Williamston and Woodland area of Norfolk was owned by Theodorick A. Williams whose property stretched from Princess Anne Road to what was eventually 26th Street and from Omohundro Avenue nearly to Church Street. The land was outside Norfolk until it was annexed in 1890. Development of the Williamston/Woodland Historic District area began shortly thereafter with Williamston being platted September 29, 1892 with several revisions and a final plan being laid out February 18, 1903. Woodland was platted December 18, 1896 by the Metropolitan Land Company. These developments were laid out in a grid pattern to mesh with the existing Norfolk street system. The Williamston/Woodland Historic District was originally platted with almost entirely residential sized lots and, while some residential areas were developed on the southern end, nearer to downtown, the majority of the area emerged as a manufacturing and light industrial section of Norfolk. The area retains much of this historic character, though many light industrial buildings have been repurposed for retail uses.

One of the primary causes of this development change from smaller to larger lots was the bankruptcy of Williams in 1905 which forced the auction of all of the platted lots in groups of six or more lots. Eventually the Margolius brothers, David and Benjamin, acquired several large blocks of lots and owned much of the land between Omohundro Avenue and Armistead Avenue along the then Norfolk & Western rail line. They built and owned many buildings and operated several business including the Southern Bagging Company, The Norfolk Mattress Company, and the Atlantic Jute Mills Inc. The Margolius family opened the first bagging company in Norfolk in 1896 and closed their last bagging company after WWII as the demand for the product declined.

A second cause of the transformation of this emerging area of Norfolk into manufacturing and light industrial was the 1884 construction of the Lambert's Point spur of the Norfolk & Western rail line. This line served the new coal pier as well as bringing service to new areas of the rapidly expanding City of Norfolk. Developers utilized this new rail line access to transform the new Williamston and Woodland areas into a dense commercial area. Much of this new development along the new edges of Norfolk also pulled industrial development away from the crowded water front.

Most of the buildings within the district are brick masonry construction which was the most common building material of the period. Brick construction allowed large, multiple story construction and could accommodate large loads on the upper floors. Additionally there was significantly less fire risk versus earlier frame warehouses and manufacturing facilities. Batchelder & Collins is a local brick maker located across the rail road tracks which has been in business since the mid-nineteenth century and may have provided materials for many of the Williamston/Woodland buildings. The flat roofed brick warehouse located near a rail line was common throughout Norfolk by the twentieth century, though many of these resources have now been lost.

Another significant business which redeveloped much of the land in the Williamston/Woodland area in the mid-twentieth century was the Coca-Cola Company. Their current bottling works garage, located at the intersection of Armistead Avenue and East 20th Street, was constructed in 1946. In front of this large facility is the prominent Moderne Norfolk Coca-Cola Bottling Works constructed in 1959 and designed by architect A. Ray Pentecost.

The Williamston/Woodland Historic District is eligible for listing on the National Register of Historic Places under Criterion C for Architecture as a good example of an early Norfolk commercial and light industrial development. The district retains its integrity with a dense concentration of historic resources and a good example of several types of early-to-mid twentieth century building styles. The area is also eligible for Criterion A with its significant number of still existent buildings built and

owned by Benjamin and David L. Margolius. The Margolius brothers ran a large bagging facility as well as owning interest in several other businesses in the district. They served on bank and corporation boards and were one of the leading business families in twentieth century Norfolk, as well as being one of the most prominent Jewish families in the city.

Works Consulted

Building Permits (various). The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

David, Kimble A. *Southern Bagging Company National Register Nomination*. August 8, 2007.

Metropolitan Land Company. Plat of Woodland. December 18, 1896. Norfolk County Map Book 4, p. 26-27, Chesapeake, VA.

Norfolk City Directories (various). The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

Parramore, Thomas C, Peter C. Stewart, Tommy L. Bogger. *Norfolk, The First Four Centuries*. Charlottesville, VA: University Press of Virginia, 1995.

Sanborn Fire Insurance Maps (various). The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

Smith, E.W. Plan of Williamston. February 18, 1903. The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

The Norfolk Ledger-Dispatch (various).

The Virginian Pilot (various).

Wells, John E. Dalton and Robert E. Dalton. *The Virginia Architects: 1835-1955*. Richmond, VA: New South Architectural Press, 1997.

Sponsor (Individual and/or organization, with contact information. For more than one sponsor, please use a separate sheet.)

Mr. ☐ Ms. ☐ Rockville Development, LLC
(Name)
4006 Victory Blvd., Suite, J-222 Portsmouth VA 23701
(Address) (City) (State) (Zip Code)
andy@rockvilledevelopment.com 757-615-4615
(Email Address) (Daytime telephone including area code)

In the event of organization sponsorship, you must provide the name and title of the appropriate contact person.

Contact person: Andy McCullough, Manager

Daytime Telephone: (757) 615-4615

Applicant Information (Individual completing form)

Mr. ☒ Mrs. ☐
Ms. ☐ Miss ☐ Marcus R Pollard Commonwealth Preservation
(Name) (Firm)
PO Box 11083 Norfolk VA 23517
(Address) (City) (State) (Zip Code)
marcus@commonwealthpreservationgroup.com 757-651-0494
(Email Address) (Daytime telephone including area code)

Applicant's Signature:

Date: 4/10/2013

Notification

In some circumstances, it may be necessary for DHR to confer with or notify local officials of proposed listings of properties within their jurisdiction. In the following space, please provide the contact information for the local County Administrator or City Manager.

Mr. ☒ Mrs. ☐ Dr. ☐
Miss ☐ Ms. ☐ Hon. ☐ Marcus D Jones City Manager
(Name) (Position)
Norfolk 1101 City Hall Building, 810 Union Street
(Locality) (Address)
Norfolk VA 23510 757-664-4242
(City) (State) (Zip Code) (Daytime telephone including area code)

Please use the following space to explain why you are seeking an evaluation of this district.

Several buildings within the proposed district are being considered for potential rehabilitation projects.

Would you be interested in the State and/or the Federal Rehabilitation Tax Credits? Yes ☒ No ☐

Would you be interested in the easement program? Yes ☐ No ☒